

CLUETT, PEABODY & CO., INC.

ARROW

10 EAST 40TH STREET, NEW YORK CITY

TIES
SHIRTS
COLLARS
UNDERWEAR
SPORT SHIRTS
HANDKERCHIEFS

October 12, 1942

Mr. Addison Taylor
Princeton Broadcasting Service
Princeton University
Princeton, N.J.

Dear Mr. Taylor:

Thank you for calling me Friday.
I was very happy to hear that the University
Store is going to tie in with our Arrow Newscast
program, and I am sure it will bring in added
interest and sales to the store as a result of
this tie-in.

Please keep in touch with reactions
to these programs, which might be incorporated in
the survey you are planning at the end of our
broadcasts.

I would like to have a recording of
the University Store commercials as soon as you
are able to obtain one.

Good luck on your good work !

Sincerely yours,

Alois Fabry, Jr.

Alois Fabry, Jr.
College Advertising